

TOURISM DIVISION

Search is on for new director



Tourism notes

Hunting update

The seasons for waterfowl and upland game hunting are well under way and increased business traffic in small towns and large cities alike can be attributed to hunters enjoying the great outdoors of North Dakota.

Tourism has received a number of telephone calls and e-mails asking for information on access, housing and equipment suppliers. Our office has also heard about the successes of hunting as well as the disappointments of not being able to purchase non-resident waterfowl licenses. These questions and comments have come from resident and non-resident hunters with our office helping in any way possible.

Mark Zimmerman and Scooter Pursley of North Dakota Tourism did participate in a hunter welcoming reception at the Bismarck Airport on opening weekend of the upland game season. The effort was well-received by arriving hunters and may be something that other communities would wish to establish in the future.

Winter wonderland

North Dakotans enjoy outdoor activities year-round, and the Tourism Division wants to let everybody else know that we don't huddle around the fire during the winter while waiting for the snow to melt. So, we're looking to our partners for help.

Tell us what you have scheduled this winter as far as holiday or ongoing events and we'll help you get the word out.

One such adventure is the winter Heritage Outbound Feb. 1-2 around Washburn. Call 328-2799 for information.

North Dakota has many fun things to see and do after the snow flies, from downhill skiing to cross-country skiing to snowmobiling and more.

Let's tell people about it. Call Joanne Olson at 800-435-5663.

Gov. John Hoeven has named a search committee to help in the selection of North Dakota's new tourism director. The committee will administer the application and selection process and make recommendations to the Governor.

Hoeven said the committee members were selected to provide balance with regard to tourism interests across the state.

"North Dakota is a great place to live, work and recreate," Hoeven said. "We will focus our selection on the individual's talents in managing tourism strategies that best promote the broad attractions in our state, from east to west, north to south."

Private sector selection committee members are Charles Jeske, manager of Alerus Center, Grand Forks; Cole Carley, executive



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State asking input from private sector

Private Sector selection committee members: Charles Jeske - Manager, Alerus Center, Grand Forks; Cole Carley - Executive Director, Fargo-Moorhead Convention and Visitors Bureau; David Borlaug - President, ND Lewis and Clark Bicentennial Foundation; Terry Thiel - Executive Director, Dickinson Convention and Visitors Bureau.

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Retterath appointed

Rachel Retterath, the Lewis and Clark marketing coordinator for the Tourism Division of the North Dakota Department of Commerce, has been appointed to a national advisory board to work with The Advertising Council on a multimillion-dollar Lewis & Clark Bicentennial advertising campaign.

The Ad Council will develop a public service advertising campaign designed to promote the important themes of the Lewis and Clark expedition — cultural understanding, natural resource stewardship, courage and exploration — timed with the upcoming national bicentennial commemoration planned for 2003-2006.

"It's an honor to represent the trail states as we work with The Ad Council to increase awareness of Lewis & Clark and the bicentennial throughout the nation," Retterath said. "The Ad Council commitment represents a major boost to the four-year national commemoration and is a significant indicator of national interest in the bicentennial. This

campaign will increase the awareness, and ultimately increase the number of visitors to North Dakota."



Retterath

Retterath will represent the Circle of State Advisors. COSA consists of representatives from 16 states. Others appointed to the advisory board include representatives from the National Council of the Lewis & Clark Bicentennial, the Circle of Tribal Advisors, a National Park Service representative, a tourism industry representative and an environment-conservation partner.

The Ad Council's campaign for the Lewis & Clark Bicentennial is estimated to be worth \$140 million to \$168 million over the four years in mediums such as television, radio,

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Appoint

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printed publications and web banner ads.

The bicentennial is the most ambitious and extensive four-year American commemoration ever

undertaken in the United States. In addition to the national media campaign, the bicentennial also includes the once-in-a-lifetime

voyage of the Corps of Discovery II – a world-class traveling exhibit and the first national park on wheels – and 15 signature events in communities from Virginia to Oregon, designed to highlight key historic moments during the journey through exhibits, films, cultural and educational programs.

Two of the national signature events will take place in North Dakota. *Circle of Cultures, Time of Renewal and Change* will take place in Bismarck Oct. 22-31, 2004. *Home of Sakakawea* will take place Aug. 17-20, 2006, at New Town.

States along the trail, including North Dakota, will help fund production costs for The Ad Council campaign. The campaign is scheduled to be ready in July 2003.

The Ad Council was founded during World War II as the War Advertising Council and has since been doing advertising campaigns, including “A Mind is a Terrible Thing to Waste,” “The Toughest Job You’ll Ever Love” and “Only You Can Prevent Forest Fires.”

Director

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of Dickinson Convention and Visitors Bureau.

William Goetz, Chief of Staff, Office of the Governor, will chair the committee. Kathy Ibach, Communications Director, Human Resources Advisor, Office of the Governor; and Ron Rauschenberger, Senior Advisor, Office of the Governor, will also serve on the committee.

“From Pembina Gorge and Bonanzaville in the east, to Theodore Roosevelt National Park in the west and our high-tech communities across the plains, North Dakota is rich with attractions for visitors from all over the world,” Hoeven said. “Our committee represents the broad network of tourism providers and stakeholders throughout the state.”

Interested candidates should submit their application to the Office of the Governor, 600 East Boulevard Avenue, Department 101, Bismarck, N.D. 58505, no later than Nov. 8, 2002.

Events in N.D.

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Rack 'em up

Tourism, DOT closer to implementing plan

North Dakota Department of Transportation and North Dakota Tourism are moving closer to finalizing plans for placement of, and participation in, the brochure rack program.

As of this date, Tourism has heard from two convention and visitors bureaus or regional organizations about their interests in participating in the program. There are a limited number of slots in the racks — which will be awarded on a first come, first serve basis.

If you are interested in taking part in this this program, please contact Mark Zimmerman at North Dakota Tourism at 328-2509 for more information.



Mark it down!

Tourism partner, the 2003 North Dakota Tourism Conference “Blaze a New Trail, Lewis & Clark: Destination North Dakota” will be held March 2-4, 2003, at the Best Western Ramkota Hotel (formerly the Radisson) in Bismarck.

You may have already received a mailing with details of this year's conference. If you did, you will know that the event gets under way with a Lewis and Clark roundtable, brochure swap and opening reception on March 2. It concludes March 4 with Tourism Day at the Legislature.

Several breakout sessions and guest speakers are planned.

If you did not receive a postcard reminder of this year's conference, contact the Bismarck-Mandan Convention and Visitors Bureau.

Business leaders to enhance our image

The North Dakota Department of Commerce, along with local economic development directors, the university system, alumni associations and private businesses, is hosting a reception and dinner in Minneapolis on Nov. 8 for companies in the Minneapolis-St. Paul area. The purpose of this event is to establish a positive business image for North Dakota and educate people on the advantages of doing business in North Dakota.

The reception and dinner will showcase North Dakota with a Lewis and Clark theme. Rachel Retterath of the Department of Commerce Tourism Division will be at the event with the Lewis and Clark booth display and promotional materials and a gift store for the guests. Each guest will receive a special North Dakota Lewis and Clark gift that commemorates the bicentennial. Guests will also meet two members of the expedition, portrayed by Kevin Kirkey and Tim McGlaughlin, and Sakakawea, portrayed by Candi Mossett. They will also have the chance to experience a hands-on Lewis and Clark exhibit sponsored by the North Dakota Lewis & Clark Foundation.

Gov. John Hoeven and two prominent North Dakota business executives will address the audience with a motivating message about doing business in North Dakota.

Application deadline nears

Those hoping to take part in the cooperative advertising effort between tourism partners and the state Tourism Division have until Nov. 15 to complete and return the necessary forms.

Advertisements will appear in a number of national publications, including *Midwest Living*, *Good Housekeeping*, *Reader's Digest* and more.

Call Deputy Director Joanne Olson at 328-3505 for more information, but do so soon.